



## Best Practices for Hosting a Virtual Walking Event



[www.walkwithadoc.org](http://www.walkwithadoc.org)

# What is Walk with a Doc?

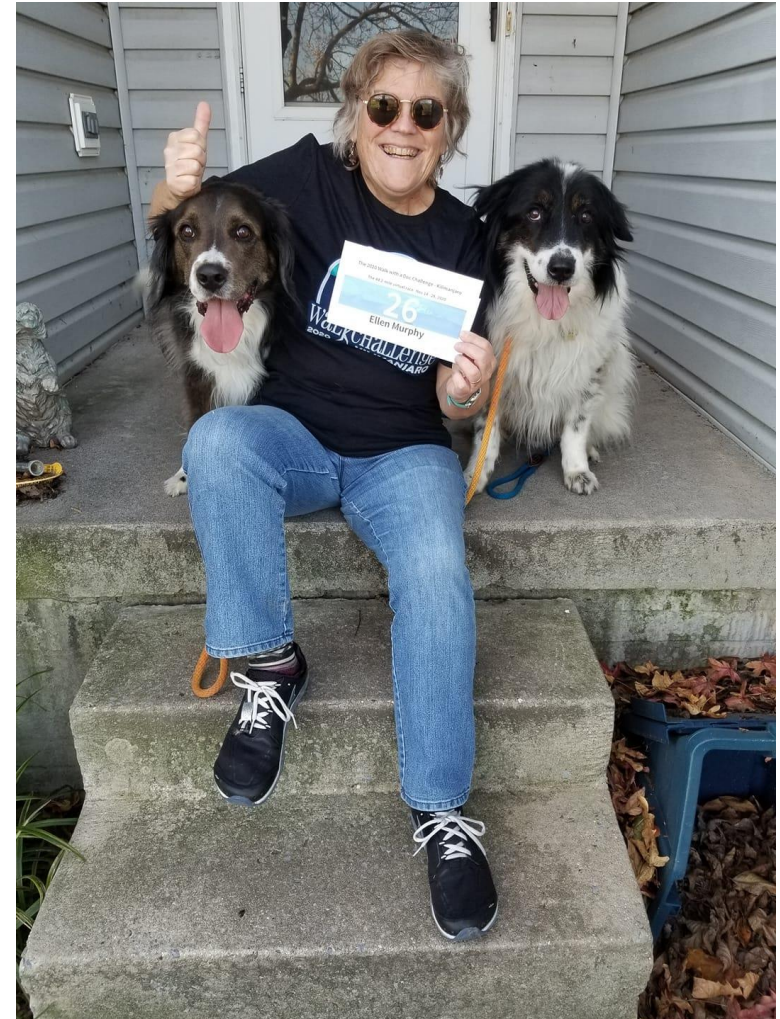
*Inspiring communities through movement and conversation with physician-led walking groups.*

- 500+ monthly/weekly walking groups in 47 states & 36 countries.
- 5-10 minute health talk
- ~45 minutes of walking (or rolling) at your own pace and distance
- Optional: snacks, drinks, blood pressure checks
- Always free and open to all ages, abilities, backgrounds, etc.
- **4 Components of WWAD**
  - Exercise
  - Health Education
  - Social Connection
  - Nature



# Let's Get Virtual

- Virtual Walk with a Doc Series
- Virtual Walk Challenges





# Virtual Series

*Our incredible docs are hosting virtual WWAD events so that we can remain active and socially connected, even during a period of physical distancing. The format will be the same as a typical WWAD event.*

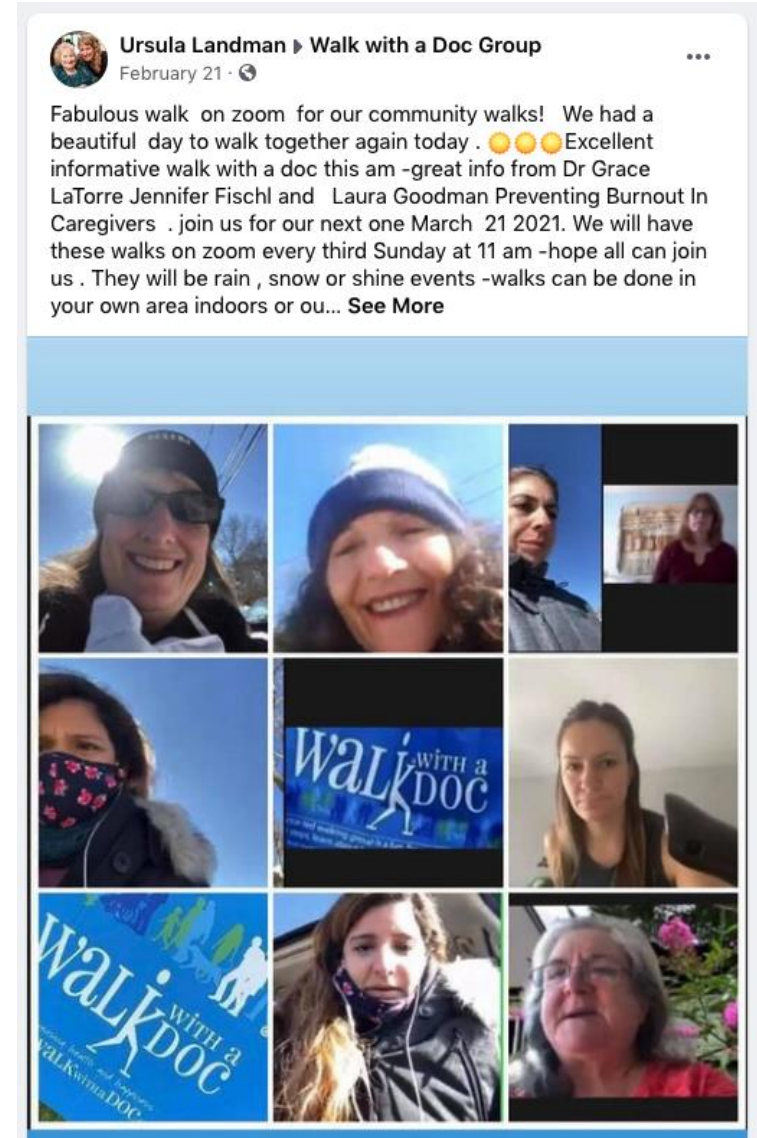
- Sent out via email, social media, and posted on our website
- **Health Education** - 5 min. health talk from a healthcare pro
- **Exercise** - take a walk in your neighborhood, local park, or in your home after watching
- **Social Connection**
  - WWAD Facebook Group
- **Nature**



# Virtual Series

*Some WWAD chapters are hosting their own virtual events too*

- Live vs pre-recorded
- Choose a platform:
  - Zoom
  - Facebook Live
  - YouTube
- Stick to a schedule if possible





**November 2020**

Annual Walk Challenge / Fundraiser

[www.walkwithadoc.org/challenge](http://www.walkwithadoc.org/challenge)

# Walk Challenge

- Mt. Kilimanjaro:
  - 44 miles. Two weeks
  - <https://walkwithadoc.racery.com/r/kilimanjaro>
- **Automatic Activity Conversion**
  - Almost 23,000 “miles” and 7,316 activities
- Nearly 500 walkers, 38 groups
- Education: 15 physician basecamp videos
- Social Connection: Zoom, Facebook Group, Racery chat



[www.walkwithadoc.org/challenge](https://www.walkwithadoc.org/challenge)





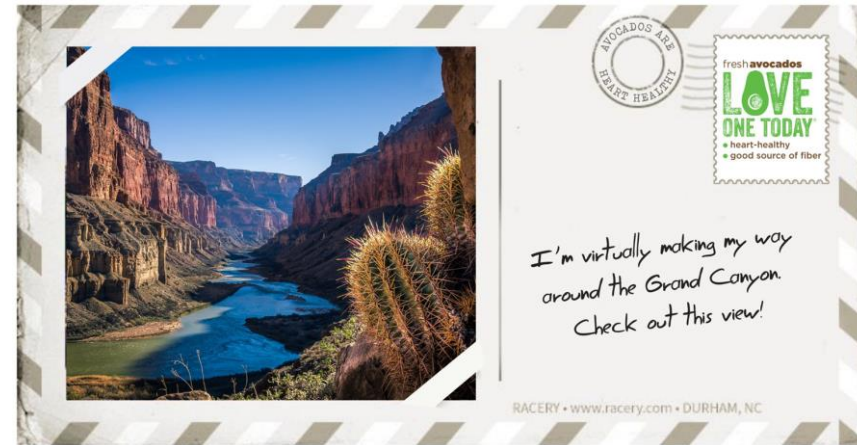
## February 2021

[www.walkwithadoc.org/adventure](http://www.walkwithadoc.org/adventure)



# Walk Adventure

- Heart Health Month
- Grand Canyon
  - 69.5 miles. Two-weeks
  - <https://racery.com/r/grand-canyon/>
- Free registration thanks to Fresh Avocados - Love One Today
- 1,239 walkers, 455 **teams**  
Almost 50,000 “miles” walked (that’s 2x around the Earth)
- 16,861 activities logged on [Racery.com](https://racery.com)
- Reaching new people
- Bonus: Nutrition!



# Virtual Wins

- Reach a broader audience
  - ~2/3 of people were new to WWAD
  - Those without a WWAD chapter in their community
  - Flexible & accessible for all ages, abilities, etc.
- Families and friends from all around the world can do an activity together safely
- User-friendly platform (Racery)
- Lower-cost than in-person fundraiser
- Long-term part of our future programming



Thank you Walk with a Doc and all of the teams and walkers. So many lives are transforming due to these amazing races. So glad we can get together virtually for better health.



For my mental and physical well-being through these turbulent days, I've reclaimed walking.



The challenge walk exceeded my expectations. It was fun, informative, and got me moving... Thank you for all the work your team contributed in making this an event memorable .

This has been an amazing event - the sense of community among all the participants is spectacular! I'm enjoying every minute

Feel so blessed to be part of this walking challenge. It is truly inspiring it's keeping me motivated accountable and more particular to be setting my goals every day.



I think this was one of the most exciting events I have ever been involved with. I have new friends near and far away, but all connected by the challenge of going up Mount Kilimanjaro.



This has been so much fun doing this with the family that live in Washington state to New York and one of my favorite places- the Grand Canyon



# Thank You!



[www.walkwithadoc.org](http://www.walkwithadoc.org)  
[contact@walkwithadoc.org](mailto:contact@walkwithadoc.org) | 614.714.0407